

External Engagement Committee

March 2026



Radford
UNIVERSITY



External Engagement Committee
12:45 p.m.**
March 19, 2026
Kyle Hall, Room 340, Radford, VA

DRAFT
Agenda

- **Call to Order** Mr. George Mendiola Jr., *Vice Chair*
- **Approval of Agenda** Mr. George Mendiola Jr., *Vice Chair*
- **Approval of Minutes** Mr. George Mendiola Jr., *Vice Chair*
 - December 4, 2025
- **Economic Development and Corporate Education Report** Dr. Angela Joyner, *Vice President for Economic Development and Corporate Education*
 - EDCE Strategic Roadmap
 - EDCE Strategic Priorities
 - Partnership Development and Economic Impact
 - Student Success and Experiential Learning
 - Community Engagement and Regional Tourism
 - Continuing Education and Workforce Development
 - Organizational Excellence and Culture
- **Advancement and Alumni Relations Report** Ms. Penny Helms White, *Vice President for Advancement and Alumni Relations*
 - Divisional Priorities
 - Fundraising Updates
 - Athletics Philanthropy and Engagement
 - Donor Growth Retention and Stewardship
 - Planned Giving
 - Upcoming Highlighted Events
- **Other Business** Mr. George Mendiola Jr., *Vice Chair*
- **Adjournment** Mr. George Mendiola Jr., *Vice Chair*

**** All start times for committee meetings are approximate. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

Committee Members

Ms. Betsy D. Beamer, Chair

Mr. George Mendiola Jr., Vice Chair
Mr. William C. Davis
Ms. Mary Anne Holbrook

Meeting Materials



Radford
UNIVERSITY

Board of Visitors

Angela Joyner, Ph.D.

Economic Development and Corporate Education

March 19, 2026



Radford
UNIVERSITY



EDCE Strategic Roadmap

Mission

Be a catalyst for good.

Our mission is to **help communities thrive** by bringing people together, connecting them to opportunities, and serving as a trusted partner.





Vision

A **trusted partner** who convenes our collective community to **strengthen our region's economic vitality** by creating a strong talent pipeline, **empowering small businesses** and entrepreneurs, and **building lasting partnerships** for shared success.

Areas of impact

Core

- New River Valley
- Roanoke Valley

Emerging

- SWVA
- Southern VA

Expanded

- NOVA
- Tidewater
- Richmond



EDCE Strategic Priorities

- Partnership Development and Economic Impact
- Student Success and Experiential Learning
- Continuing Education and Workforce Development
- Community Engagement | Regional Tourism
- Organizational Excellence and Culture

Partnership Development and Economic Impact



Partnership Development & Economic Impact

- Refine partnership approach
- Increase leads and partnerships
- Implement CRM tool



Millennial Fabrics



CoWorks Connect



Biotech

Partnership Highlights

- Blue Ridge Regional FBLA Competition & Awards
- STRONG ACC – Advocacy at General Assembly
- Botetourt County



Student Success and Experiential Learning



Work-based learning



Internships



Community-Based Projects

Student Success & Experiential Learning

- Student Employment Strategy
- EDCE Internship Program
- Onward NRV Experience Program
- Highlander Gigs



Max Ruban, '27, *Cybersecurity*



Mady Cheney, '26, *Business Administration | Marketing and Economics*



Jonas Miller, '26, *Business Administration | Economics and Accounting minor*

Community Engagement and Regional Tourism



Retail Study



Housing Study



Transportation Study



High Bridge Project



Adventureworks

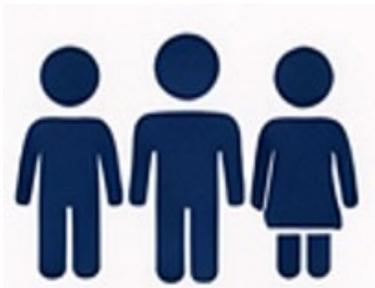


Festivals

Continuing Education and Workforce Development

Virginia Department of Education Partnership

Statewide Workforce Development Initiative



Over 2,700 Virginia Educators Served
More than \$444,000 invested

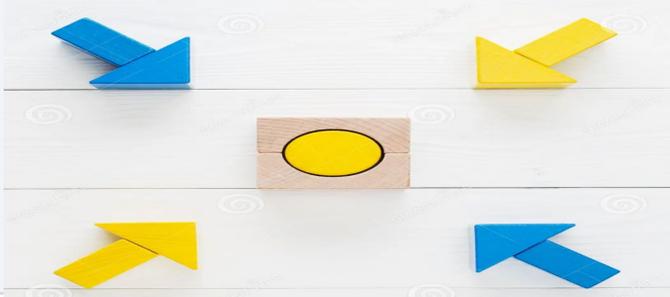


Course Development Model

Ensuring strategic alignment, quality assurance, and measurable impact.

Phase 1: Strategic Alignment

- Faculty / SME Consultation
- Scope & Resource Assessment
- Market Analysis



Phase 2: Development Execution

- Timeline Approval
- Build & Quality Assurance
- Faculty / SME Touchpoints



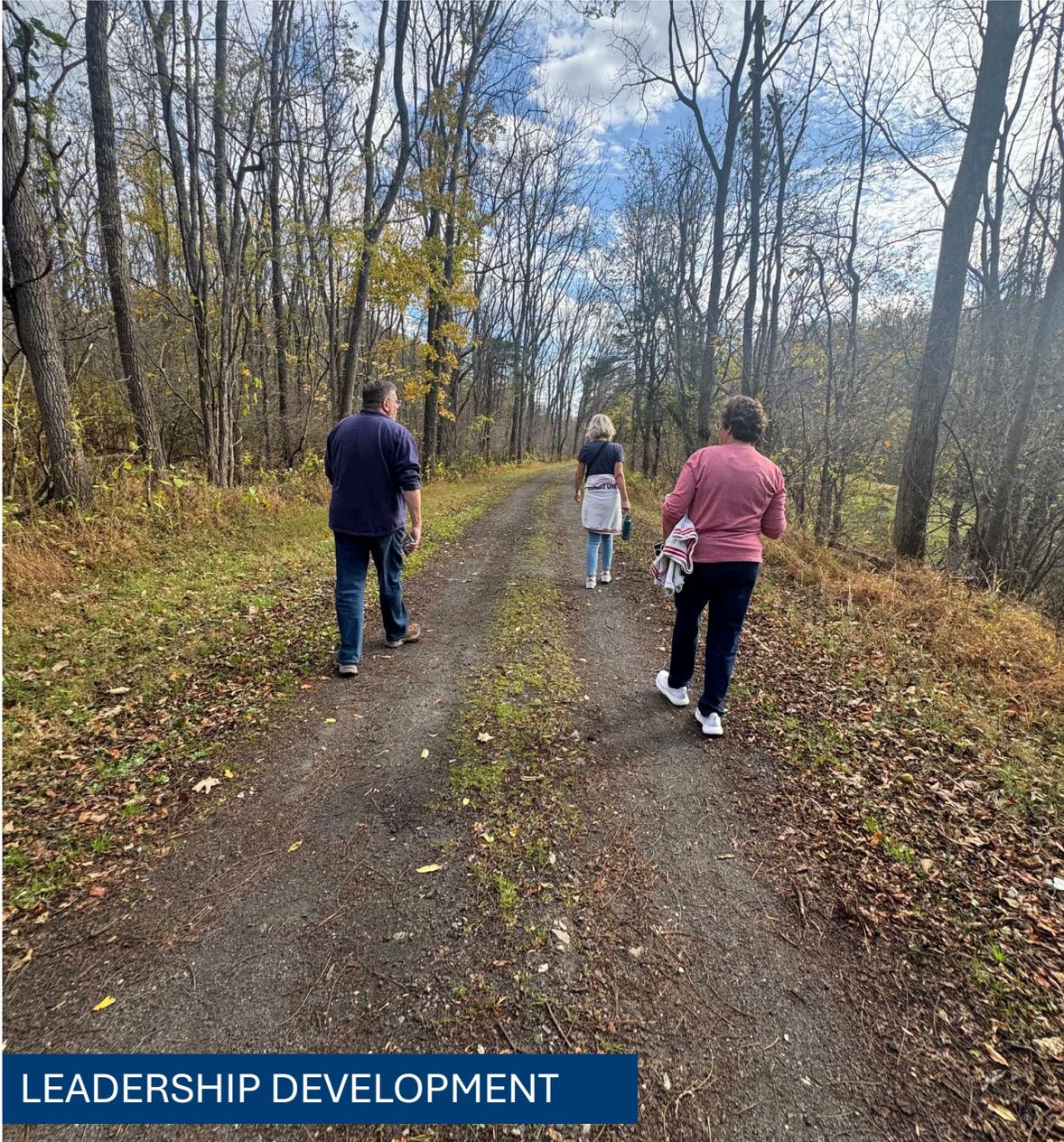
Phase 3: Institutional Impact

- Transition Planning
- Launch
- Process Evaluation

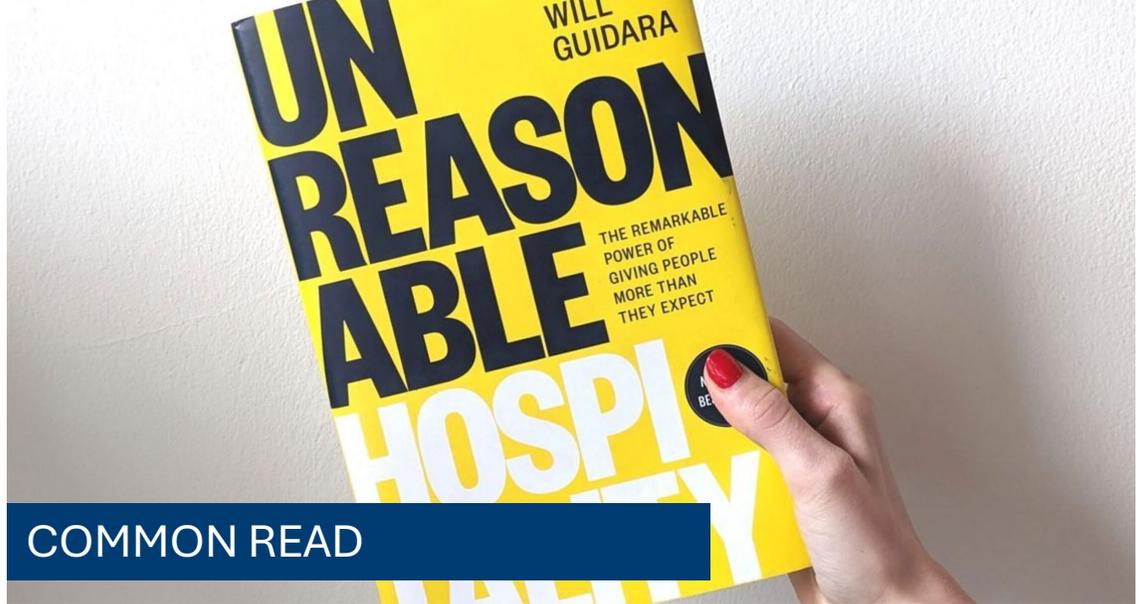


Structured, accountable process from idea to launch.

Organizational Excellence and Culture



LEADERSHIP DEVELOPMENT



COMMON READ



STRENGTHS-BASED LEADERSHIP



MLK Day of Service



VRLI



Team Offsite

Discussion

Board of Visitors Report

Penny Helms White '85, MBA '87

Advancement and Alumni Relations

March 19, 2026



Radford
UNIVERSITY



VISION

A future where every Highlander is engaged, connected, and proudly invested in Radford University.

MISSION

To champion Highlander pride, build meaningful connections, and inspire philanthropic giving that shapes Radford University's future.



FY26 Fundraising

\$

Athletics Philanthropy and Engagement

- RAD48
 - Raised \$167,699
 - 1,262 Donors
- Feasibility Study Update
- New Athletic Stewardship Plan
 - Athletics Philanthropy Dinner
June 4, 2026





Advancement and Alumni Relations

Donor Growth Retention and Stewardship

- Philanthropy supporting the strategic plan
- Major Gift Timeline & Collaboration
 - Virginia Credit Union Financial Wellness Center
 - Hummer Championship Pickleball Court



Planned Giving and Legacy Engagement

Rebekah LaPlante '99, MS '01

Director of Gift Planning

Gift Planning vs. Planned Giving

Gift Planning

(How and Why)

- The process and strategy of helping donors make meaningful gifts, coordinated with financial, tax and estate planning objectives
- Focuses on the conversation, relationship, and philanthropic goals behind the gift



Planned Giving

(What)

- The gift itself - Refers to charitable donations arranged in advance, often through wills or trusts
- Giving vehicle examples - QCDs, RMDs, DAFs



Identification Strategy

- Utilize new donor societies
- Evaluate consistent annual donors
- Track lifetime giving patterns
- Review engagement indicators
- Focus on blended gift strategies



Support the College of Education and Human Development

- Work closely with CEHD and Dean Tamara Wallace
- Lead CEHD Leadership Council
- Natural alignment given college's alumni base



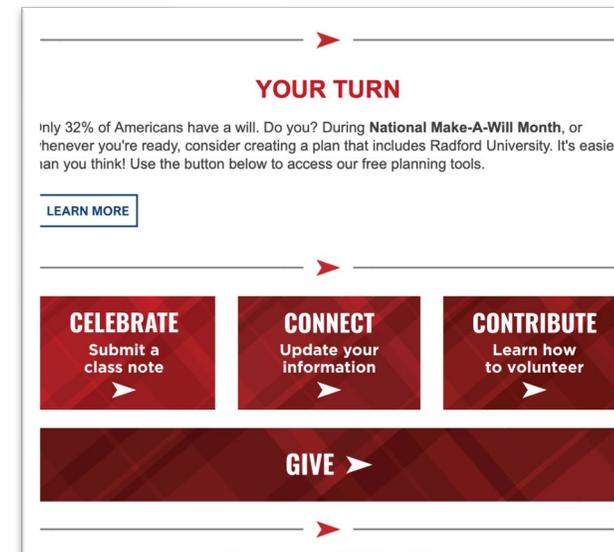
Engage Radford University Retirees

- Identify ways to build and maintain their relationship with Radford



Marketing and Education

- Legacy giving website
- Printed and digital materials
- Radford Magazine
- Ongoing educational messaging about simple, tax-friendly giving options
- Highlight donors whose planned gifts now fund scholarships/programs



Society of 1910

- Honors those who have made a planned gift, ensuring their legacy supports the university's long-term success.
- Annual Society of 1910 induction and recognition event
- Special messaging to Society of 1910 members



*Society
of 1910*

Professional Development

District III Annual Conference 2026

February 8 – 10 | Nashville, TN



*CASE Radford University Best of District III Award
winner for the TOGETHER Campaign Closing
Celebration finale video*

Highlighted Events

- March 27 – Radford Night Rail Yard Dawgs Hockey
- April 9 – Senior Block Party/Celebration
- April 17 – Tartan Toast
- May 1 & 2 – Spring Commencement
 - Eugene Naughton '89
- June 4 – Athletics Philanthropy Dinner

Minutes



Radford
UNIVERSITY



External Engagement Committee

11:30 a.m.

December 4, 2025

Kyle Hall, Room 340

Radford, VA

DRAFT
MINUTES

COMMITTEE MEMBERS PRESENT

Ms. Betsy D. Beamer, Chair
Mr. George Mendiola Jr., Vice Chair
Mr. William C. Davis
Ms. Mary Anne Holbrook
Mr. Anthony Moore

BOARD MEMBERS PRESENT

Mr. Tyler W. Lester, Rector
Mrs. Jennifer Wishon Gilbert, Vice Rector
Mr. Dale S. Ardizzone
Ms. Jeanne S. Armentrout
Ms. Joann S. Craig
Dr. Betty Jo Foster
Mr. David A. Smith
Mr. Jonathan D. Sweet
Ms. Callie M. Dalton
Mr. James C. Turk

OTHERS PRESENT

Dr. Dannette Beane, Vice President for Enrollment Management and Strategic Communications
Mr. Ryan Bowyer, Chief of Staff
Ms. Lisa Ghidotti, Executive Director for Government Relations and Strategic Initiatives
Dr. Robert Hoover, Vice President for Finance and Administration
Dr. Angela Joyner, Vice President for Economic Development and Corporate Education
Mr. Derek Neal, CEO Radford University Foundation
Ms. Susan Richardson, University Counsel
Dr. Bethany Usher, Provost and Senior Vice President for Academic Affairs
Ms. Penny Helms White, Vice President for Advancement and Alumni Relations

CALL TO ORDER

Ms. Betsy D. Beamer, Chair, formally called the External Engagement Committee meeting to order at 11:57 a.m. Kyle Hall in Room 340, Radford, Va.

APPROVAL OF AGENDA

Ms. Betsy D. Beamer, Chair asked for a motion to approve the December 4, 2025, agenda, as published., Mr. George Mendiola Jr., Vice Chair made the motion and Mr. William C. Davis seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Betsy D. Beamer, Chair asked for a motion to approve the minutes of the September 11, 2025, meeting of the External Engagement Committee meeting, as published. Ms. Mary Anne Holbrook made the motion. Mr. George Mendiola Jr., Vice Chair seconded, and the motion carried unanimously.

ECONOMIC DEVELOPMENT AND CORPORATE EDUCATION

Dr. Angela Joyner, Vice President of Economic Development and Corporate Education, provided an update on the Joint Commission Development Initiatives. Multiple collaborative projects are underway including Wicked Festival's student research on homelessness solutions with the City's Homeless Outreach Taskforce, East Main Street corridor revitalization efforts (featuring a bike trail connecting Tyler Avenue to Bisset Park and a planned retail study), and the amphitheater project which will be in the request for proposal phase for design and planning in early 2026.

Dr. Joyner further presented Economic Development's involvement in community-based projects such as the Pulaski County Experience Center and the Town of Pulaski Theater project. Economic Development has partnered with Erika Tolbert to provide students with opportunities to work on the Pulaski County historic theater. Two students are currently working on the project, with five additional interns planned to become involved.

The HUB@ Radford University continues to thrive, maintaining 35 CoWorks memberships and having administered 150 certification exams since February, with 106 of those in IT and cybersecurity. The facility has successfully hosted workshops including the Radford City Chamber's Business Over Breakfast and the New River Regional Commission Annual Dinner. The IT Talent Connect Summit held in September 2025 connected students with three major employers—Blue Sky AI, MC Dean, and Food City—in an effective small-group format, with plans to repeat the event in Spring 2026.

Adventure Works is an Outdoor Economy Summit being hosted at Radford University, celebrating the institution's designation as Blue Ridge Outdoors Magazine's Top Adventure College. This inaugural event will bring together regional stakeholders to explore how outdoor recreation drives economic growth, particularly in Virginia's rural communities.

The Emerging Technology Conference drew significant interest, with close to 100 attendees participating in the designated cybersecurity track and over 30 Radford University students, staff, and faculty attending the conference overall. Several Radford University faculty members served as presenters or participated on industry panels as well.

UNIVERSITY ADVANCEMENT AND ALUMNI RELATIONS

Ms. Penny Helms White, Vice President of Advancement and Alumni Relations provided an update to the committee on the work regarding progress on several initiatives. The division continues to operate in alignment with Top Five Priorities to include athletic fundraising, donor growth and retention, planned giving, volunteer cultivation, and young alumni. These priorities remain the driving framework for all advancement, engagement, and fundraising initiatives across the division. In fundraising progress, the division has secured \$4.3 million toward the \$6 million annual goal.

An overview was provided on Homecoming 2025, which delivered a full schedule of signature events as well as newly introduced offerings. Attendance and engagement indicated strong participation from alumni, students, and community partners, reflecting continued enthusiasm for this event.

To enhance professional development and collaboration. Deans and Advancement frontliner fundraisers attended a CASE Conference held in Washington, D.C. in November. Participation supported enhanced professional development, stronger peer networking, and expanded collaboration within the division.

It was reported that the Athletics Feasibility Study has progressed into the Architecture & Engineering (A&E) phase. More detailed findings, along with projected next steps, are anticipated for presentation in early 2026.

Ms. Penny Helms White shared the results from Highlander Giving Day, which opened Tuesday, December 2 at 8:00 AM and concluded Wednesday, December 3 after 1 day, 9 hours, and 10 minutes.

Key outcomes included:

- \$83,885 raised
- 424 total donors
- 60% increase in dollars raised compared to the prior year
- Nearly 30% increase in total donors
- High faculty and staff participation
- Nearly 65% increase in alumni donors
- Over \$35,000 secured through challenges and matching gifts

Hunter Gresham, Senior Director of Advancement Communications and Donor Relations presented on her progress in implementing a comprehensive divisional communication plan and donor stewardship plan in alignment with the five divisional priorities.

Ms. Gresham reported that the University Magazine is now on a twice-yearly publication schedule, which is expected to enhance consistency and institutional visibility. Additionally, *The Wayfinder* electronic newsletter continues to be distributed monthly on the third Tuesday, ensuring timely communication with stakeholders.

An overview of the newly established donor recognition structure was provided, which introduces the following societies:

- Red Brick Society
- New River Society
- Society of 1910

- Moffett Circle
- McConnell Circle
- Tartan Fellows

These societies are designed to expand recognition pathways and strengthen engagement across giving levels. Moffett Circle donors and induction ceremonies for the Society of 1910, McConnell Circle, and Tartan Fellows took place on November 14 as part of the Day of Gratitude. Upcoming recognition for the Red Brick Society and New River Society is scheduled for the Volunteer Summit on January 24.

In closing, Ms. White recognized all the hard work of the Advancement and Communications team.

ADJOURNMENT

With no further business to come before the committee, the meeting adjourned at 1:01 pm.

Respectfully submitted,

End of Board of Visitors Materials

